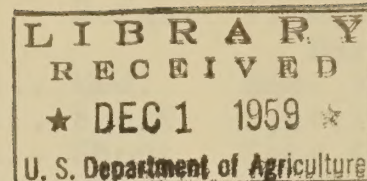


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CUNNINGHAM GARDENS

INCORPORATED

PROPAGATORS AND GROWERS
SINCE 1900



WALDRON, INDIANA
PHONE: 2353

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PRE - SEASON

W H O L E S A L E L I S T

G A R D E N M U M S

Attached is our advance list of Garden Mums for your consideration. Our color illustrated brochure will reach you in January, to help you in your merchandising, but in the meantime orders should be placed just as early as possible to assure deliveries as needed.

We are constantly seeking new and improved varieties, ones more attractive and easier for you to sell to the buying public. In our effort to produce newer and better varieties, large field-trial plantings are made here each year, in which over 50,000 plants are flowered to make sure varieties meet public acceptance -- in color, habit, form and season of bloom. So, from year-to-year, our list of varieties changes, the older ones dropped, the better new ones added, to conform to preferences expressed here at 'Mum Time' each fall.

We hope we may have the privilege of again serving you this season.

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U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.
OFFICE OF THE SECRETARY
DIVISION OF ENTOMOLOGY
WASHINGTON, D.C.

Dear Sir:

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the matter of the application for a patent for the use of the word "BIOLOGICAL" in connection with the name of a certain insecticide.

The Department of Agriculture has no objection to the use of the word "BIOLOGICAL" in connection with the name of an insecticide, provided that the word is used in a sense which is not misleading and does not imply any special quality or effect which is not actually possessed by the insecticide.

Very respectfully,
Secretary of Agriculture

W H I T E

	Height	Flowering Date
CRYSTAL MAID. Cream white, low growing, non-fading.....	Med.	Sept. 15
MARTIN'S WHITE. Large pure white, compact & bushy.....	Short	Sept. 15
NANOOK. Cream white flowers. Cushion.....	Short	Sept. 15
POWDERPUFF. White in wide mounds. Cushion.....	Short	Sept. 20
JESSAMINE WILLIAMS. Quilled white spoon; prolific.....	Med.	Sept. 25
OSTOSA. Large glistening white; low growing.....	Short	Sept. 25
RAGGEDY ANN. White carnation flowered cushion.....	Short	Sept. 25
SHALIMAR. Creamy white, large flowers; sturdy growth.....	Med.	Sept. 25
WHITE RICE. Fully double, 2-inch white pompons.....	Short	Sept. 25
CHRIS COLUMBUS. Cream white; large and vigorous.....	Med.	Oct. 1
CORSAGE CUSHION. Opening white, shading to pink.....	Short	Oct. 1
JULIE B. Early white button. Cushion.....	Short	Oct. 1
SPINDRIFT. White with cream center, 3-inch flowers.....	Med.	Oct. 1
AVALANCHE. Large shaggy white with cream center.....	Med.	Oct. 5
GLACIER. White to blush-white, sizable flowers.....	Short	Oct. 5
LYRIC. White cushion, immaculate single.....	Short	Oct. 5
PILGRIM. Clear white large pompon; durable; compact.....	Med.	Oct. 5
WHITE CLOUD. Pure white, large, vigorous.....	Med.	Oct. 5
BENORA. Large white with cushion type growth.....	Med.	Oct. 8
CLASSIC. Pure white, medium pompon. Fine for cutting.....	Tall	Oct. 10
MAESTRO. Cream white pompon; low growing plant.....	Short	Oct. 10

P I N K & L A V E N D E R

CECIL BEED. Deep lavender-pink; free flowering.....	Med.	Sept. 15
GREMLIN. Orchid pink pompon; low growing.....	Short	Sept. 15
LORENZO. Dark quilled purple.....	Med.	Sept. 15
ORCHID HELEN. Orchid-pink; sturdy and strong.....	Short	Sept. 15
COQUETTE. Excellent rose-pink cushion.....	Short	Sept. 20
MINNPINK. Clear rose-pink cushion.....	Short	Sept. 20
CAMEO. Pink cushion; an improved Major Cushion.....	Short	Sept. 25
CECELIA. Purple cushion; globular habit.....	Short	Sept. 25
JOAN HELEN. Garnet-purple, shading to crimson.....	Short	Sept. 25
PINK SPOON CUSHION. Pink; large, full flower.....	Short	Sept. 25
PURPLE CUSHION. Purple-red flowers; shapely habit.....	Short	Sept. 25
PURPLE QUEEN. Deep purple cushion; fine growth habit...	Short	Sept. 25
PURPLE WATERS. Early deep purple, 3-inch flowers.....	Med.	Sept. 25
ROSE QUEEN. Rose-red; shapely cushion habit.....	Short	Sept. 25
SEPTEMBER DAWN. Rose-pink; prolific short pink.....	Short	Sept. 25
SPELLBOUND. Brilliant lavender. Medium double flowers...	Med.	Sept. 25
ARISTOCRAT. Deep cerise overcast claret; sturdy.....	Med.	Sept. 28
ALERT. Large, dark purple with a silvery cast.....	Med.	Sept. 28
SALUTE. Deep purple flowers. Cushion.....	Short	Sept. 28
EVELYN DEVANEY. True shell-pink; vigorous and clean....	Med.	Oct. 1
FUCHSIA FAIRY. (COCHECO) Profuse, light pink cushion....	Short	Oct. 1
HELEN BOGUE. Massive light purple; disbud for football..	Med.	Oct. 1
JOYOUS. Lavender rosy-pink cushion. Prolific bloom.....	Short	Oct. 1
LOVELY LASS. Delicate pink. Cushion.....	Short	Oct. 1
OLD LAVENDER. Large pure lavender; strong and sturdy....	Tall	Oct. 1
PATRICIA LEHMAN. Sparkling peach-pink.....	Med.	Oct. 1
STYLISH. Large deep rose flushed raspberry-cerise.....	Med.	Oct. 1
ALLEGRO. Shrimp-pink shaded copper. Cushion type.....	Med.	Oct. 1
AMETHYSTINE. A blending sheen of pink and purple.....	Med.	Oct. 5
BETTY. Bright salmon-pink; large, upright, sturdy.....	Tall	Oct. 5
JOYBRINGER. Salmon-rose large pompon; wide growth.....	Short	Oct. 5
MAJOR CUSHION. Lavender-rose cushion; rounded habit....	Short	Oct. 5
MISCHIEF. Rosy red, bold yellow centers.....	Med.	Oct. 5
TREVANIA. Coral-pearl pastel; beautiful for cut.....	Med.	Oct. 5
MASQUERADE. Silvery lavender and rose, medium pompon...	Med.	Oct. 10

Y E L L O W

CREAMPUFF. Light yellow sport of Powderpuff.Cushion....	Short	Sept.15
EARLY GOLD. Bright golden-yellow medium pompon.....	Short	Sept.15
LEMON DROP. Lemon-yellow button pompon. Cushion.....	Short	Sept.15
MARTIN'S YELLOW. Short growing, large yellow.....	Short	Sept.15
MURIEL RICE. Primrose-yellow; disbud for football.....	Med.	Sept.15
PATHFINDER. Bright gold with deeply serrated petals....	Med.	Sept.15
YELLOW CUSHION. Soft yellow cushion. Long season.....	Short	Sept.15
YELLOW POMPCNETTE. Bright yellow medium size pompon....	Short	Sept.15
GOLDEN FANTASY. Bright golden carnation flower.....	Short	Sept.20
GOLD BUTTON. Deep golden yellow; early and lasting.....	Med.	Sept.20
LEE DICK. Lemon-yellow pompon. Cushion.....	Short	Sept.25
MAPLE MOUND. Bronze cushion, shading to yellow.....	Short	Sept.25
ASTORIA. Deep lemon pompon; excellent habit.....	Med.	Sept.28
BUTTERSCOTCH. Huge golden-yellow with bronze tints.....	Med.	Sept.28
HOLIDAY. Golden bronze, large flowers, strong.....	Med.	Sept.28
GOLD RIBBON. Light orange to deep yellow. Pompon button	Short	Oct. 1
JOHN MILBRATH. Fully double,football type,yellow.....	Med.	Oct. 1
KING'S RANSOM. Sturdy golden-yellow;eye catching.....	Med.	Oct. 1
MOJAVE GOLD. Huge flowers of sparkling golden-bronze...	Med.	Oct. 1
MOONLIGHT. Soft clear yellow, large pompon.....	Med.	Oct. 1
ORANGE & GOLD CUSHION. A blend of orange & gold.....	Short	Oct. 1
YELLOW CHRIS COLUMBUS. Bright lemon; vigorous.....	Med.	Oct. 1
YELLOW SUPREME. Bright lemon-yellow. Cushion.....	Short	Oct. 1
CHARLES NYE. Deep lemon, large pompon; sturdy.....	Med.	Oct. 5
CHIKUITA. Lemon-yellow, small pompon.Cushion.....	Short	Oct. 5
LEE POWELL. Chinese-yellow flowers in large size.....	Med.	Oct. 5
NEWTON. Large golden-yellow; disbud for football.....	Med.	Oct. 5
SILETZ. Fully double bright yellow.....	Med.	Oct. 5
YELLOW SPOON. Bright clear yellow spoon.....	Med.	Oct. 5
RUBY BREITHAUPT. Primrose-yellow; disbud for football..	Med.	Oct. 10
TREASURE. Yellow,small pompon;frost resistant.....	Tall	Oct. 10

B R O N Z E & R E D

AUTUMNSONG. Early wine-red shading to carmine.Cushion..	Short	Sept.10
TECUMSEH. Red aging to buffy bronze. Cushion.....	Short	Sept.10
APRICOT GLOW. Rich apricot-bronze. Cushion.....	Short	Sept.15
EARLY CRIMSON. Early flowering bright crimson.....	Med.	Sept.15
EARLY HARVEST. Mahogany orange cushion.....	Short	Sept.15
POMPCNETTE. Golden-bronze,medium pompon.....	Short	Sept.15
BRONZE QUEEN. Copper bronze pompon; cushion habit.....	Short	Sept.20
FLAMBOYANT. Flaming orange bronze;stately and lively...	Med.	Sept.20
GEORGE LUXTON. Soft bronze; early season.....	Med.	Sept.20
MINNBRONZE. Bronze cushion.....	Short	Sept.20
TORONTO. Rich coppery-bronze; cushion-like.....	Short	Sept.20
CROWNING GLORY. Orange overcast coral,3-inch blooms....	Tall	Sept.25
ORINOCO. Crimson cushion, non-fading,rounded habit.....	Short	Sept.25
ORSONA. Red and bronze. Cushion.....	Med.	Sept.25
RED ELF. Cushion habit, red pompon.....	Short	Sept.25
MAHOGANY CUSHION. Jasper red cushion.....	Short	Sept.25
MIKADO. Turkish red;large and massive football type....	Tall	Sept.25
ROUGE CUSHION. Red with yellow center.Semi-cushion....	Med.	Sept.25
SEPTEMBER CHEER. Cherry-red; cushion habit.....	Short	Sept.25
ADMIRATION. Salmon fawn, flowers in profusion.....	Med.	Sept.28
APACHE. Oriental-red, aging to reddish-bronze.....	Med.	Sept.28
SCARLET CRIMSON. Glowing bright red.....	Med.	Sept.28
DAN FOLEY. Tangerine-orange scarlet;cushion habit.....	Short	Oct. 1
JUBILEE. Crimson mellowing to a deep clear red,pompon..	Med.	Oct. 1
LIPSTICK. Brilliant red.Mid-season cushion.....	Short	Oct. 1
MORCCO. Reddish-bronze, large flowers.Cushion-like....	Short	Oct. 1

R E D & B R O N Z E (Cont.)

REDWOOD. Clean orange-red cushion.....	Short	Oct.	1
ROYALIST. Ox-blood red pompon.....	Med.	Oct.	1
RUBESCENT CUSHION. Ruby red cushion.....	Short	Oct.	1
CCURAGECUS. Dark ruby-red, large double flowers.....	Med.	Oct.	5
ELITE CUSHION. Apricot-bronze cushion.....	Short	Oct.	5
HUNTSMAN. Scarlet orange. A good cut flower.....	Tall	Oct.	5
INDIAN RED. Indian rust color; unique, large flower...	Med.	Oct.	5
MONA. Rust-bronze medium pompon. Excellent cut.....	Med.	Oct.	5
RED VELVET. Deep velvety crimson. Sturdy and strong...	Med.	Oct.	5
REMEMBRANCE. Dark carmine red, holding color well.....	Med.	Oct.	5
TINY RUBIES. Hunters-red, daisies, low cushion.....	Short	Oct.	5
ADMIRAL. Velvety dark red. Excellent for cutting.....	Tall	Oct.	10
CARMINE QUEEN. Dark carmine pompon. Frost tolerant....	Tall	Oct.	10

P R I C E S C H E D U L E

(Prices are based upon the quantity of each variety ordered)

25 rooted cuttings, one variety.....	\$ 2.00 per unit
50 rate, one variety.....	\$ 3.50 per unit
100 rate, one variety.....	\$ 6.00 per 100
500 rate, one variety.....	\$ 5.50 per 100

The above prices are for YOUR selection of varieties. Please inquire for our discount schedule on order of 10,000 or more.

S H I P P I N G I N F O R M A T I O N

1. DELIVERIES. All orders are shipped, F.O.B. Indiana, via Railway Express collect, unless otherwise directed. If parcel post shipments are desired, be sure to allow sufficient postage with your order unless satisfactory credit has been established.
2. CLAIMS. Cuttings are in perfect condition when they are accepted by the transportation company. OUR RESPONSIBILITY CEASES WHEN THE DELIVERING CARRIER ACCEPTS SHIPMENT. We cannot be responsible for the safe arrival of your cuttings. If damage should occur enroute, have your AGENT inspect shipment and assist you in properly filing a claim for loss. We shall aid you in every way we can, but notify us immediately should there be damage.
3. PACKAGING. We have shipped plants to the wholesale trade for more than 50 years, therefore we are fully aware of the problems in handling perishable products. Our means of packaging assures safe arrival of cuttings, if properly handled in transit.
4. SUBSTITUTION. When substitution is permitted, we shall ship equal or better varieties, using our judgment. Often very minor substitution, if permitted, will complete an order in full in one shipment, thus eliminating the delay and expense of subsequent shipments. Please designate on your order if you cannot accept minor substitution.
5. AVAILABILITY. Garden Mum rooted cuttings are in constant production from January 1st to July 15th. 25 of each variety is the minimum that can be supplied, and all quantities must be in multiples of 25 because of packaging. MINIMUM ORDER, 300 rooted cuttings.

G A R D E N M U M S for S P R I N G S A L E S

The ease of flowering garden mums in spring, permits using them right along with other bedding plants for spring merchandising. Customers today know mums can be flowered in off-season and they prefer, when possible, making selections by colors - plants in bloom - when buying for the yard and garden. Customers just naturally visualize the mass of bloom which will materialize in the fall, and readily make purchases when attracted to planting stock exhibiting bloom.

HERE'S HOW. Mums planted to three-inch pots the last of February, pinched one week later, grown at a night temperature of 60°+, will offer a progression of flower in May. If the grower wishes to spread out the planting for this crop, cuttings can be potted over a longer period, starting earlier, and thus lengthen the selling time for which you may wish to have blooming plants for your market. Depending upon the varieties, only 8 or 9 weeks are required to bloom.

The above procedure for flowering garden mums thru-out the spring season does not require the use of black cloth or supplementary light. Not all the garden varieties are suited for spring flowering, some initiate bud unevenly, others grow too tall. Selections should be made from our recommended list, or if you wish, depend on us for your selection. Savings are made in purchasing by 'Collection Rate'.

Recommended List for Spring Flowering

<u>White</u>	<u>Yellow</u>	<u>Bronze & Red</u>	<u>Pink & Lavender</u>
Crystal Maid	Early Gold	Toronto	Joyous
Chris. Columbus	Yel. Pomponette	Bronze Queen	Purple Waters
Shalimar	Yel. Chris. Columbus	Remembrance	Cecelia
Ostosa	Moonlight	Morocco	Spellbound
Corsage Cushion	Kings Ransom	Red Velvet	Major Cushion
Lyric	Chiquita	Sept. Cheer	Mischief
Maestro	Yel. Spoon	Lipstick	Fuschia Fairy

COLLECTION RATES - VARIETIES OUR SELECTION

Collection No.1	Collection No.2	Collection No.3	Collection No.4
Tall varieties for cutting	Wide assortment for spring & fall	Spring blooming pots	Cushion varieties only

ORDER MAY COMPRISE ANY COLLECTION OR COMBINATION OF COLLECTIONS

COLLECTION PRICES	500 R.C.....	\$ 27.50	MINIMUM COLLECTION ORDER - 500 R.C.
	1000 R.C.....	\$ 52.50	
	2000 R.C.....	\$100.00	

C U N N I N G H A M G A R D E N S , I N C .
Waldron, Indiana

The ease of growing these plants in the garden is one of their chief attractions. They are not only easy to grow, but they are also very hardy and will thrive in almost any soil. The plants are very attractive and will add a great deal to the beauty of the garden. They are also very easy to care for and will grow well in a sunny or shady position. The plants are very hardy and will thrive in almost any soil. The plants are very attractive and will add a great deal to the beauty of the garden. They are also very easy to care for and will grow well in a sunny or shady position.

Recommended List of Plants for the Garden

White	Yellow	Orange & Red	Pink & Lavender
Crystal Maid	Early Gold	Flamingo	Dayana
Chris. Colman	Yel. Poinsettia	Orange Queen	Purple Waters
Shalimar	Yel. Chrys. Chrysanthemum	Orange Queen	Cecilia
Gates	Mountain	Orange Queen	Spalding
Orange Queen	King of the South	Orange Queen	Major Cushion
Lyric	Chrysanthemum	Orange Queen	Michael
Neat	Yel. Queen	Orange Queen	Fuchsia Fairy

COLLECTIONS - WHITE AND PINK

Collection No. 1	Collection No. 2	Collection No. 3	Collection No. 4
Full varieties for cutting	Wide assortment for spring & fall	Starting flowering	Starting flowering

ORDER MAY COME AND COLLECTION OR COMMISSION OF COLLECTIONS

COLLECTION	PRICES
200 R.C.	\$ 25.00
1000 R.C.	\$ 25.00
2000 R.C.	\$ 25.00